

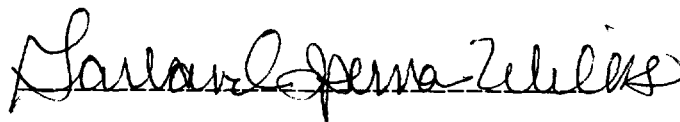
**THE DEVELOPMENT OF A PUBLIC RELATIONS PROGRAM:  
PLANNED PARENTHOOD  
OF  
EAST CENTRAL INDIANA**

**An Honors Thesis  
(HONRS 499)**

**by**

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A handwritten signature in cursive script, reading "Garland Ipema Wilks", written over a horizontal line.

**Ball State University  
Muncie, Indiana**

**May 1993**

**Expected date of graduation: May 8, 1993**

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## **PURPOSE OF THESIS**

This thesis is focused on proposing a public relations program for Planned Parenthood of East Central Indiana Inc., an organization which has little emphasis on public relations. The proposal will follow the traditional public relations plan format, including a problem statement, situational analysis, research, goals and objectives, discussion of target audiences, program strategies, and evaluation plan. The program's outline format has been adopted from numerous textbooks to meet the needs of Planned Parenthood. The thesis is intended to bring together the various public relations tools learned in studying the field and put them to practical use for an actual organization.

## ACKNOWLEDGMENTS

I would like to thank my thesis advisor, Gardi Wilks, for being my mentor during my four year's in Ball State's department of journalism. Not only was she my thesis advisor, but she has been my public relations instructor and my advisor for the Public Relations Student Society of America and Limited Edition. I have learned the most about the public relations field from Gardi, and have always valued her advice and expertise. She is the reason I have remained so enthusiastic about the field, and I know that when I enter the job market, her influence will stay with me in every position I hold. Gardi has helped me prepare for the "real world" and given me the courage to take it by storm. I can never say enough good things about Gardi — I'm glad she's been there for me these past four years.

I would also like to thank the Ball State Honors College for providing such a well-structured program for honors students. The Honors College, in addition to the department of journalism, was one of the reasons I decided to attend Ball State. My four years at Ball State have been greatly enhanced by the opportunity to participate in the honors curriculum. I know the challenges of the honors curriculum in addition to my regular course load has bettered me as a student and has helped learn to never underestimate my abilities.

## **PROBLEM STATEMENT**

Planned Parenthood of East Central Indiana Inc., headquartered in Muncie, Indiana, does not have a clearly defined public relations department or communication goals and objectives. Without a structured public relations mission, messages may not always reach key publics effectively. Effective communication is vital in getting Planned Parenthood's often-controversial message out to its audiences. Organized communication is also needed to inform Planned Parenthood's audiences about its numerous programs and services.

## **SITUATION ANALYSIS**

### **PLANNED PARENTHOOD OF EAST CENTRAL INDIANA OVERVIEW**

Planned Parenthood of East Central Indiana is a private, not-for-profit agency organized to provide family planning medical care, counseling, and public education. Started in Delaware County in 1965, the organization received its first public money from the State of Indiana in 1969 and federal funds in 1971. Funding is currently received from the Indiana State Board of Health, U.S. Department of Health and Human Services, Indiana Office of Social Services, local government grants, Medicaid, client fees, and donations and investments.

#### *Mission Statement*

Planned Parenthood of East Central Indiana provides reproductive health, education, and counseling services through its 12 clinics. It is our intention to provide services to those who cannot pay as well as low-cost services to those who can so that all can prevent unintended pregnancies and plan wanted ones. We initiate, support, and defend public policy actions consistent with the individual's freedom to make informed and responsible reproductive choices. We are a not-for-profit agency governed by a volunteer board of directors. We promote strong families and planned, wanted children.

#### *Planned Parenthood's Creed*

We believe ...

- each child deserves to be loved and wanted
- that women and men should have the opportunity to control their own fertility

- in the fundamental right to make choices within the context of one's own personal values and life situation
- that education is the key to responsible decision making
- that rapid population growth is a problem of great magnitude

We care ...

- about the number of pregnant adolescents
- about the quality of life

We want ...

- to encourage legislation which guarantees access to family planning services, regardless of ability to pay
- to encourage responsible decisions about sexuality and family planning
- to improve maternal and infant health
- the world to be a better place for your grandchildren

### *Services and Programs Provided*

Medical services offered by Planned Parenthood of East Central Indiana include: contraceptives, breast exams, pelvic exams, STD testing and treatment, AIDS testing and counseling, pregnancy tests, and prenatal care. Other services provided by the organization include: counseling, education, youth forums, volunteer programs, a speakers bureau, and life planning programs.

Programs offered by Planned Parenthood of East Central Indiana include: Mother's Friend; Healthy Mothers, Healthy Babies, Mentor Mother; Bodies, Birth and Babies; and Physician Family Life Education Program.

Mother's Friend is a program offered to young parents through the Madison Street clinic. It provides early intervention for pregnant teens and first-time parents who are living on their own and living on public assistance.

Healthy Mothers, Healthy Babies, Mentor Mother is offered through the Madison Street clinic. It provides mentors to first-time mothers, particularly teenagers, who are having trouble communicating with their families and the father of their unborn child.

Bodies, Birth and Babies is a free two-hour program for parents and teachers of preschool-age children. It is available for presentation to parents, churches, schools, day care facilities, and other interested groups.

The Physician Family Life Education Program is intended for use by teachers in the classroom in three stages. The program provides youth with an opportunity to learn about the physical, intellectual, and social changes and challenges that life presents to each person in preparation for adulthood, managing reproduction, and family life.

#### *Patient Demographics*

Planned Parenthood of East Central Indiana's largest patient group falls in the age 20-24 category, with 35 percent of all patients in that age group. The next largest patient group, over the age of 24, accounts for 26 percent of all patients. At 20 percent and 17 percent respectively, the 18-19 and 15-17 age groups are also to be noted.



Caucasians account for 92 percent of Planned Parenthood's clientele. Regarding income, 60 percent of patients are 101-250 percent below the poverty level, which is a \$13,950 annual income for a family of four.

*Planned Parenthood in Delaware County*

Planned Parenthood has four clinics in Delaware County, three of which are in Muncie — the main clinic on Cherry Street, the Madison Street clinic, and the University Village clinic near the Ball State University campus. These clinics comprise the bulk of Planned Parenthood's business.

In 1992, Planned Parenthood's Delaware County clinics served 8,851 unduplicated patients in 19,731 clinic visits. Forty percent of these patients were at or below the federal poverty level, which is a \$9,190 annual income for a family of two. Thirty-nine percent of the clinics' patients were teenagers. Services provided at these clinics in 1992 included: complete physical exams, anemia tests, breast exams, pap smears, STD screening tests, HIV tests, pregnancy tests, and prenatal visits. The Delaware County Planned Parenthood clinics provided 43,169 packs of birth control pills and 42,096 condoms in 1992.

## **PLANNED PARENTHOOD FEDERATION OF AMERICA OVERVIEW**

Planned Parenthood of East Central Indiana is an affiliate of Planned Parenthood Federation of America Inc. The national Planned Parenthood organization was founded in 1916 with the primary purpose of serving the right to decide freely and responsibly when or whether to have a child. Planned Parenthood is the country's largest and oldest network of voluntary family planning agencies.

Nearly 200 affiliates serve local communities through more than 800 clinics across the country. Nearly four million Americans receive medical, educational, and counseling services each year from these family planning centers.

Planned Parenthood has both a commitment to service and to advocacy. It provides medical services and counseling as well as educational services. It also works to assure access to family planning information and services for everyone.

Financial support on the national level for Planned Parenthood's activities and services comes from private sector contributions, such as from corporations, foundations, 250,000 individual donors, as well as affiliate contributions.

Planned Parenthood Federation of America is headquartered in New York City. It also has four regional offices in Washington, D.C.; Oak Brook, Ill.; Atlanta, Ga.; and San Francisco, Calif. Planned Parenthood of East Central Indiana is a member of the Northern Region based in Oak Brook, Ill.

## INTERNAL FACTORS

A key portion of researching internal factors in the situation analysis is to study actions of key actors in the organization in addition to the structure and process of organizational units. (Cutlip and Center, p. 205) Regarding organizational structure and where the public relations function is positioned at Planned Parenthood of East Central Indiana, research was conducted at the organization's main office in Muncie. Sara McGunegill serves as the public relations practitioner for Planned Parenthood of East Central Indiana, with responsibilities such as designing and redesigning brochures, putting together fact sheets and other materials, and producing Planned Parenthood's bi-monthly newsletter. She reports directly to Sue Errington, Planned Parenthood's development and public advocacy manager. Errington, along with Barbara Maves, Planned Parenthood's executive director, serve as the organization's primary media contacts, often quoted in the local media on behalf of Planned Parenthood. Planned Parenthood of East Central Indiana also has a public relations committee comprised of one member of the organization's board of directors, one to two staff members, and community volunteers, none of which may have public relations experience.

Another internal factor of the situation analysis is the communication audit (Cutlip and Center, p. 205), which in this case was conducted to examine what communication pieces Planned Parenthood utilizes. An informational folder the organization often distributes to media consists of various statistical and informational sheets. The folder provided by Planned Parenthood for this thesis consisted of the following items:

- January/February 1993 issue of *Choice Notes*, the organization's bi-monthly newsletter
- Description of Planned Parenthood's programs and services

- Planned Parenthood's mission statement and creed
- Fact sheet on Planned Parenthood in Delaware County, Indiana
- "Contraceptive and Reproductive Health" booklet produced by Planned Parenthood of East Central Indiana
- Planned Parenthood of East Central Indiana's 25th anniversary banquet program
- General Planned Parenthood brochure produced by Planned Parenthood Federation of America
- 1992 Planned Parenthood of East Central Indiana statistical fact sheet
- 1988 teen pregnancy in Indiana fact sheet
- March 1990 issue of *Issues in Brief*, a monthly newsletter produced by the Alan Guttmacher Institute, a "special affiliate" of Planned Parenthood, specializing in research, policy analysis, and public education
- "Family Planning and Health" brochure produced by Planned Parenthood of East Central Indiana
- "Mentor Mother Program" brochure produced by Planned Parenthood of East Central Indiana
- "Males, Babies and Indiana Law" brochure produced by Planned Parenthood of East Central Indiana
- "AIDS: Information for the general public" brochure produced by Planned Parenthood of East Central Indiana
- "Common Sexually Transmitted Diseases" brochure produced by American Council for Healthful Living
- "Physician Family Life Education Program" brochure produced by Planned Parenthood of East Central Indiana, Muncie's Family Practice Residency Program, and Henry County Medical Society

- "Breast Self Exam" brochure produced by American Cancer Society — Indiana Division

Many brochures, including those not in the folder, have not had their design or content updated in years. According to McGunegill, some brochures have not been updated for approximately five years, some even more. The result is that these brochures without clean and modern desktop publishing design and without content modifications are not serving the intended publics as well as they should. Some brochures are not used at all because they are so outdated. The redesigning and updating of these brochures would greatly benefit Planned Parenthood and its audiences. It would also put back into circulation those brochures which are currently no longer used.

The informational folder, often sent to media, contains no general news release about Planned Parenthood, which is something the media could use when needing basic information about the organization. This news release should contain a tag line at the end describing Planned Parenthood to be used in all other news releases.

The only background information provided is that which is contained in the organization's 25th anniversary banquet program. This information could easily be put in the form of a backgrounder or historical fact sheet so that media may easily access any background information they need. This could also be used internally by staff when asked certain questions regarding Planned Parenthood's history.

The analysis will first review the larger articles about Planned Parenthood from 1993, followed by a discussion of smaller placements.

The two largest articles about Planned Parenthood from 1993, an *Evening Press* article from March 22 and a *Star* article from March 23, reported that Planned Parenthood's Madison Street clinic in Muncie is going to court against its landlord because of a dispute over who should pay for a recently installed heating and cooling system. The *Evening Press* article — "PP clinic, landlord in dispute over rent" — is 12 inches in length and accompanied by a photo of the clinic. The *Star* article — "Clinic, landlord heading to court with rent battle: Planned Parenthood has dispute over Madison branch; judge to rule" — is 10 inches in length, and included a photo and a pulled quote from Planned Parenthood's executive director, Barbara Maves.

Although the *Evening Press* article was about the possible eviction of Planned Parenthood from the building and on the surface appears to be negative publicity, the beginning of the article had three paragraphs describing the Madison Street clinic's services, number of clients served, and history of client increases. The article mentioned that the clinic is the only Planned Parenthood clinic in the area that provides prenatal care and that it was opened in the southside of Muncie as a result of community requests. After those background paragraphs, the rest of the article focused on the dispute between Planned Parenthood and its landlord.

Contrary to the *Evening Press* article, the *Star* article focused solely on the landlord dispute. No background information about Planned Parenthood or its services was included.

Another recent article about Planned Parenthood which could be potentially damaging to the organization was a cover story in the February 5, 1993, edition of the *Muncie Star*. This 13-1/2-inch article — "Local officials asked not to fund Planned Parenthood" — reported in the lead paragraph that the Delaware County Evangelistic Association hopes to convince local officials to not allow any tax dollars to go to Planned Parenthood of East Central Indiana. The second paragraph, however, revealed that some officials say the organization does a good job at providing the services the tax dollars support. The article goes on to report that the religious organization charges Planned Parenthood of promoting sexual activity among school-age children. Executive Director Barbara Maves represented Planned Parenthood's side of the issue in the article. In addition to the charges, the article also provided information about Planned Parenthood's services and that the organization receives money from the city of Muncie and Delaware County to fund the treatment of sexually transmitted diseases and the life-parenting-skills program.

The most recent article about Planned Parenthood — "Longterm birth control is offered at local clinic" — from the April 15, 1993, issue of the *Evening Press*, is shorter than the previously-mentioned articles at four inches in length, but it places Planned Parenthood in a more positive light. It reports that Planned Parenthood clinics are offering the injectable contraceptive Depo-Provera. After an explanation of Depo-Provera, the article concluded with the name of who to contact at Planned Parenthood for more information in addition to a phone number.

The remaining eight articles from 1993 are very short clips which mention Planned Parenthood. A three-sentence clip from April 12 and another article from April 18 in the *Star* announced Planned Parenthood's annual book fair. Another clip simply announced that four Planned Parenthood clinics would be closed for a day for in-service training. The election of Planned Parenthood's executive director to the Planned Parenthood Federation of America's medical committee garnered another brief clip. The organization's observance of National Condom Week resulted in a brief article in February in both the *Star* and the *Evening Press*. The last two articles from 1993 were about current events, including the twentieth anniversary of *Roe vs. Wade*, and briefly mentioned Planned Parenthood's involvement with the issues.

In summary, 1993 has been a mixed year regarding Planned Parenthood's coverage in the local media. The most prominent articles, in relation to length and placement, had headlines that were somewhat negative toward the organization, while other larger articles were not about Planned Parenthood itself, rather about something else with just a mention of the organization.

In addition to articles from 1993, a review was also conducted of articles mentioning Planned Parenthood in the *Muncie Star* and *Muncie Evening Press* during each of the past 10 years. Placements for the organization are usually in short summaries of various events. Frequent clips for Planned Parenthood have announced its annual art auction, annual book sale, various workshops the organization sponsors, and personnel appointments or promotions.



Other topics which occur most often include funding requests and budgets, in which Planned Parenthood is mentioned along with other organizations. Planned Parenthood is also referred to in various articles about political issues such as abortions and pro-choice. The annual book sale garnered a feature story in the *Star* in 1985. In 1990, Planned Parenthood's executive director, Barbara Maves, was profiled in the *Star*.

#### *Media Recommendations*

- Obtain more feature coverage:
- Pitch media to write feature stories about various Planned Parenthood programs, services, workshops, and volunteers, as well as the annual art auction and book sale
- Provide media with various statistical data for use in informational graphics, such as teen pregnancy rates broken down into the local countries served by Planned Parenthood
- Work on getting the media to include Planned Parenthood's phone number at the end of articles

## **PUBLIC RELATIONS MISSION STATEMENT**

The public relations mission of Planned Parenthood of East Central Indiana is to continuously plan and administer communication programs that will earn public understanding and acceptance of Planned Parenthood of East Central Indiana, its mission, and its services. Planned Parenthood shall increase and maintain favorable opinion of the various publics it serves. In doing this, the organization shall also establish channels of communication with its publics and effectively to create these favorable attitudes.

Planned Parenthood shall serve as the central source of information about Planned Parenthood. It shall bring to the public's attention significant facts and other information to keep its audiences aware of the organization's policies and actions. Planned Parenthood shall obtain and analyze any information on changing attitudes, whether positive or negative, of key publics toward the organization.

## **PROGRAM GOALS AND OBJECTIVES**

**GOAL 1:** To increase public awareness and knowledge of Planned Parenthood of East Central Indiana clinics and their services and programs by 15%

**OBJECTIVE 1:** To distribute Planned Parenthood's various informational brochures to females age 15-24

**OBJECTIVE 2:** To have an informational booth at community fairs and festivals

**OBJECTIVE 3:** To increase coverage of Planned Parenthood by local media by 25%

**GOAL 2:** To increase coverage of Planned Parenthood by local media, including newspapers, television station, and radio stations, by 25%

**OBJECTIVE 1:** To provide local media with at least one press release each month about Planned Parenthood's programs and services

**OBJECTIVE 2:** To place at least one public service announcement every two months on local radio stations

**OBJECTIVE 3:** To provide all media in the counties Planned Parenthood serves with a press kit about the organization

**GOAL 3:** To increase use of Planned Parenthood's programs by 10%

**OBJECTIVE 1:** To produce a brochure for each of Planned Parenthood's four programs

**OBJECTIVE 2:** To send at least one press release each month about one of the four services to local media

OBJECTIVE 3: To increase the number of volunteers for the four programs by 5%

OBJECTIVE 4: To increase the number of teachers using the programs for  
students by 10%

## **TARGET AUDIENCES**

### **Females, ages 15-24**

Females in this age group make up more than 65 percent of Planned Parenthood's clientele. These women must be made aware of Planned Parenthood's services and programs and encouraged to come to Planned Parenthood for counseling or routine visits. The message given to this target audience should be that Planned Parenthood always has an open door for them.

### **Parents of teenage girls, ages 15-19**

These parents should be encouraged to be aware of their daughters' needs, whether it be a need for contraception or routine health exams. These teenage girls often come to Planned Parenthood on their own, but Planned Parenthood should encourage open communication between the teenager and her parents. Poor choices can often be avoided if the teenager has the support and guidance of her parents.

### **Newspapers, television stations, and radio stations in the 19 counties served by Planned Parenthood of East Central Indiana**

A working relationship must exist between members of the local media and officials at Planned Parenthood. Open communication should be practiced at all times so that Planned Parenthood is always able to give its side of the story. Planned Parenthood should be the central source of information about anything regarding Planned Parenthood or reproductive choices. The relationship with local media should be nurtured so that more feature stories will appear about Planned Parenthood, its programs, and its services, in addition to the usual short article about annual fundraisers or personnel announcements.

**Teachers in the high schools and junior high schools in the 19 counties served by Planned Parenthood**

These teachers are vital to the success of Planned Parenthood's programs such as the Physician Family Life Program, which is intended for use by teachers in the classroom. These teachers must be made aware of the importance of these programs, and be given sufficient materials to use the programs.

**Teachers in pre-schools in the counties served by Planned Parenthood**

These pre-school teachers are the core to the success of Planned Parenthood's Bodies, Birth and Babies program, which is a program available for presentation to schools and day care facilities.

**Females over the age of 35**

This public must be made aware that it is important to continue regular health maintenance even after the reproductive years. This public should be encouraged to come to Planned Parenthood for regular pap smears and breast exams. This public should be informed that Planned Parenthood is not just a place for teenagers and women in their twenties to come for birth control.

**Local officials**

Planned Parenthood should maintain two-way communication with local governments to build and maintain a positive and professional image. Since the local governments are a source of funding, the importance of good relations with local officials should not be underestimated.

**Other sources of funding**

In addition to local government, Planned Parenthood of East Central Indiana receives funding from the Indiana State Board of Health, U.S. Department of Health and Human Services, Indiana Office of Social Services, Medicaid, client fees, and donations and investments. These publics should be targeted with the public relations program because of their importance to the operations of Planned Parenthood. These publics should be made aware of the importance of Planned Parenthood's services, and they should be informed of where their dollars go. They need to be satisfied with their investments so that they will continue to invest in the organization.

## **ACTION PLAN / MEDIA STRATEGY**

The following action plan and media strategy is designed for use during a twelve-month period. It details month by month what communication activities Planned Parenthood of East Central Indiana should perform.

### **MAY 1993**

- Develop press kit materials:

Backgrounder (historical fact sheet)

General press release

General Planned Parenthood of East Central Indiana fact sheet

Fact sheet for each of Planned Parenthood's four programs

Biography of Executive Director Barbara Maves

Photos of all clinics with captions

- Begin redesigning brochures:

"Teens and Planned Parenthood"

"A Consumer Guide for Women"

"Volunteer Possibilities for Planned Parenthood"

"AIDS: Information for the General Public"

"Fibrocystic Condition: What You Should Know"

These brochures are the most outdated regarding design, so they should be redesigned to make them more pleasing to the eye, which will make people more inclined to read them. The brochures are also old and need to be reviewed for possible content changes.



- Begin putting together a speakers bureau program. This is a compilation of people who work for or represent Planned Parenthood and who will speak on behalf of the organization on various topics to area organizations at their request. Subject matter should be a compromise between the speaker's desire to express Planned Parenthood's views on important issues and the audience's interest in having informative programs (Cutlip and Center, p. 344).
- Put together media list of all newspapers, television stations, and radio stations in the 19 counties served by Planned Parenthood of East Central Indiana. The media list should include: title of media, address, phone number, facsimile number, and media contact names. For example, at a newspaper, it would be beneficial to have the names of both the news and feature editors.
- Pitch media for at least one feature article on the annual book fair, which will be held through May 24
- Develop a brochure for each of Planned Parenthood's four programs
- Begin pitching the media for coverage of the opening of Planned Parenthood's Anderson clinic in June

## **JUNE 1993**

- Finalize press kit and distribute to media on the assembled media list
- Continue redesigning brochures and start sending to print
- Finalize pitching the media for coverage of the Anderson clinic's grand opening
- Put together a mailing list of all high school and junior high school teachers in the 19 counties served by Planned Parenthood for participation in the Physician Family Life Education program

- Finalize speakers bureau program — coach the speakers and begin publicizing the program to community groups
- Send press release to the media about the speakers bureau
- Send press release to the media profiling Executive Director Barbara Maves, including a black and white press photo
- Produce a public service announcement about Planned Parenthood's services and clinics

### **JULY 1993**

- Send press release to the media about the Madison Street clinic's prenatal services
- Send press release to the media about the Mother's Friend program, profiling parents who utilized the program and discuss how it benefited them
- Develop a media source directory, which is a directory to be distributed to the media that contains listings of various topics and Planned Parenthood representatives who would be able to talk with the media as experts on those topics. All potential sources must be aware of their inclusion in the directory and must be trained as to how to handle media calls.
- Put together a mailing list of all pre-school teachers and day care centers in the 19 counties served by Planned Parenthood to encourage their participation in the Bodies, Birth and Babies program
- Finish sending all redesigned brochures to print and put together a list of the audiences for each brochure and plans for distribution — clinics, mass mailings, doctor's offices, social service agencies, etc.

**AUGUST 1993**

- Send press release to the media profiling an outstanding staffer of Planned Parenthood who gives a lot to the community
- Send press release to the media about a feature idea for the Healthy Mothers, Healthy Babies, Mentor Mother program
- Conduct a readership survey of *Choice Notes*, Planned Parenthood of East Central Indiana's bi-monthly newsletter, to determine its effectiveness. Questions should include: Do you read the publication? How much do you read? Do you keep the publication for future reference? What do you like about it? What don't you like about it? Are the stories easy to read? Does the newsletter come out too often or not often enough?
- Produce a public service announcement about Planned Parenthood

**SEPTEMBER 1993**

- Send press release to the media about the Physician Family Life Education program to correspond with the beginning of a new school year
- Analyze the *Choice Notes* readership study results and determine what features need to be changed or improved and what features should remain unchanged

**OCTOBER 1993**

- Research upcoming community fairs and festivals, many of which will be held in the spring and summer, for the possibility of setting up informational booths
- Send a press release to the media about the Healthy Mothers, Healthy Babies, Mentor Mother program
- Produce a public service announcement about Planned Parenthood

**NOVEMBER 1993**

- Hold an end-of-the-year recognition banquet in honor of all Planned Parenthood volunteers
- Send a press release to the media about the Mother's Friend program
- Work with the media about a feature for Planned Parenthood and one of its services, such as counseling

**DECEMBER 1993**

- Produce a public service announcement for Planned Parenthood
- Send a press release to the media about the Healthy Mothers, Healthy Babies program
- Pitch a story to the media about responsible behavior — drinking too much could lead to promiscuity and accidental pregnancy, etc. — during the holiday season

**JANUARY 1994**

- Implement a campaign to recruit volunteers for the year
- Find out which teachers have used Planned Parenthood's programs in the classroom and then promote the use of the programs in the new semester for those teachers who haven't
- Send a press release to the media about the Physician Family Life Education program

**FEBRUARY 1994**

- Produce a public service announcement for Planned Parenthood, possibly to tie in with Valentine's Day
- Have the speakers in the speakers bureau start new talks for the new year

- Target and plan a program to promote the use of Planned Parenthood by women over the age of 35

### **MARCH 1994**

- Pitch the media about possible feature stories for Planned Parenthood's annual art auction, which is held in March
- Work with Planned Parenthood representatives on effectively speaking to the media on behalf of the organization
- Work with local government officials to ensure that Planned Parenthood continues to receive funding and to determine officials' opinions of the organization

### **APRIL 1994**

- Send a press release to the media about the annual book fair, which starts at the end of April
- Begin final evaluation of the activities of the past twelve months

## EVALUATION PLAN

The evaluation of a public relations program requires establishing proof of the program's effectiveness (Kendall, p. 317). Evaluation research should be used to learn what happened and why (Cutlip and Center, p. 291). It is important that the program be evaluated from beginning to end. Since this is a public relations program rather than a public relations campaign, there is no formal beginning and end, but for our purposes here, the discussion will involve the evaluation of the first 12 months of the program.

At the beginning surveys should be sent out to various target publics to determine public opinion of Planned Parenthood. The surveys should be adapted to meet the needs of each target audience. Results of this survey should be taken into consideration when planning any future public relations activities.

Throughout the program, attendance should be taken at all clinics as well as at programs, services, and workshops Planned Parenthood provides. This will measure decrease or increase in attendance and determine slow and busy times of the year for the certain programs in question. These figures should be compared to the previous twelve months.

Also throughout the public relations program, a complete record must be kept of all media coverage Planned Parenthood receives. This should include newspaper articles as well as coverage on television and radio stations. The coverage should be evaluated to determine impact. For instance, length of articles does not always determine effectiveness. The content must be reviewed. Quality of the coverage is more important than quantity.

The evaluation should analyze goal achievement and determine if the messages from Planned Parenthood reached the target audiences. Research should also uncover any unplanned results of the program.

To follow up on the beginning surveys, surveys should also be sent out to Planned Parenthood's target audiences at the conclusion of the 12 months to evaluate the impact of the program.

Concluding all evaluation processes, it can be determined if the public relations program should be continued or if changes should be made. If changes should be made, it must be noted what those changes are.

## **Appendix A**

### **Sample Press Release**



**PLANNED PARENTHOOD  
OF EAST CENTRAL INDIANA INC.**

110 NORTH CHERRY STREET  
MUNCIE, INDIANA 47305  
317/282-8011 • 800/662-8911  
FAX 317/286-3701

CONTACT: Sue Errington  
DAY: 317/282-8011  
NIGHT: 317/289-1234

FOR IMMEDIATE RELEASE

**NEW PLANNED PARENTHOOD CLINIC OPENS IN ANDERSON**

ANDERSON, Ind., May 30, 1993 — The Anderson Planned Parenthood clinic will open its doors to the public June 8 at its 123 Main Street location in downtown Anderson. The clinic joins the 12 other clinics currently operated by Planned Parenthood of East Central Indiana.

"This clinic is being opened in response to demand to serve more of Madison County," said Beverly Wright, branch manager. "Currently the Daleville operation is the only Planned Parenthood that serves the county, serving 25 percent of county residents. The Anderson clinic will be able to serve those who aren't served in Daleville."

The new facility will provide both medical and other services, including breast exams, contraceptives, pregnancy tests, pelvic exams, sexually transmitted disease testing, counseling, and education programs.

Planned Parenthood of East Central Indiana provides reproductive health, education, and counseling services to those who cannot pay as well as to those who can.

###

## **Appendix B**

### **Historical Timeline**

# PLANNED PARENTHOOD OF EAST CENTRAL INDIANA INC.

110 NORTH CHERRY STREET  
MUNCIE, INDIANA 47305  
317/282-8011 • 800/662-8911  
FAX 317/286-3701

## HISTORICAL TIMELINE


- 1965*      Planned Parenthood of Delaware County began
- 1969*      First executive director and clinic nurse hired
- 1971*      Board of directors adopted policy on abortion
- 1976*      Portland clinic opened
- 1977*      Marion clinic opened
- 1979*      Planned Parenthood of East Central Indiana in nine counties
- 1980*      Reproductive services expanded to men
- 1981*      Winchester clinic opened
- 1983*      Clinics open in New Castle, Richmond, and Kokomo  
Planned Parenthood of East Central Indiana gets its first computer
- 1986*      Daleville clinic opened
- 1987*      Ninth clinic opened in Peru  
Becomes the first Planned Parenthood to offer AIDS testing
- 1988*      Connersville clinic opened
- 1989*      University Village clinic opened  
Planned Parenthood of East Central Indiana serving 18 counties
- 1990*      Madison Street clinic opened  
Madison Street clinic became the first clinic to offer prenatal care

**Appendix C**

**General Fact Sheet**



# **PLANNED PARENTHOOD OF EAST CENTRAL INDIANA INC.**



110 NORTH CHERRY STREET  
MUNCIE, INDIANA 47305  
317/282-8011 • 800/662-8911  
FAX 317/286-3701

## **FACT SHEET**

### **ORGANIZATION**

- Founded in 1965 as Planned Parenthood of Delaware County
- Provides reproductive health, education, and counseling services
- Supports and defends public policy actions consistent with the individual's freedom to make informed and responsible reproductive choices
- Operates 12 clinics located in Muncie (3), Portland, Marion, Winchester, New Castle, Richmond, Kokomo, Daleville, Peru, and Connersville
- Clinics serve the following 19 Indiana counties: Adams, Blackford, Delaware, Fayette, Franklin, Grant, Henry, Howard, Huntington, Jay, Madison, Miami, Randolph, Rush, Wabash, Wayne, Wells, Tipton, Union
- Affiliated with Planned Parenthood Federation of America


### **SERVICES**

- Contraceptives
- Breast exams
- Pelvic exams
- STD testing and treatment
- AIDS testing and counseling

(more)



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## **SERVICES, cont.**

- Pregnancy testing
- Prenatal care
- Counseling
- Youth forums

## **PROGRAMS**

- Mother's Friend — Provides early intervention for pregnant teens and first-time parents who are living on their own and relying on public assistance
- Healthy Mothers, Healthy Babies, Mentor Mother — Provides mentors for first-time mothers, particularly teens, who are having trouble communicating with their families and the father of their unborn child
- Bodies, Birth and Babies — A free two-hour programs for parents and teachers of preschool-age children available for presentation to parents, churches, schools, day care facilities, and other interested groups
- Physician Family Life Education Program — Provides today's youth with an opportunity to learn about the physical, intellectual, and social changes and challenges that life presents to each person in preparation for adulthood, managing reproduction, and family life

###

## **Appendix D**

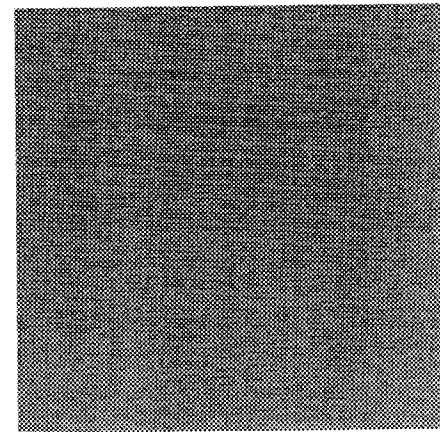
### **"The New Model Male" Booklet**

**The  
Male  
Clinic**

**PLANNED PARENTHOOD  
OF EAST CENTRAL INDIANA**  
110 NORTH CHERRY STREET • MUNCIE, IN • 47305  
317/282-8011 • 800/662-8911

**THE NEW  
MODEL MALE**

.....



**A Consumer Guide  
for Women**



# **THE NEW MODEL MALE** .....

## **CONSUMER GUIDE FOR WOMEN**

**Y**our Model Human Male comes equipped with a number of standard features and options that were previously unavailable on earlier models of the Human Male.

**P**roper appreciation of these features and options is encouraged for maximum benefit and healthy functioning of your Human Male and the relationship you have with him. Since many of these features and options are new, careful consideration of them is especially important.

## CARE OF YOUR NEW MODEL HUMAN MALE

.....

Even though many things have changed and there are currently many new options available for the Human Male, he may not be aware of them. Many may realize that things are changing, but are afraid of doing things differently and need encouragement. Many times, people don't try new things because they aren't aware that things could be done differently or because they need someone to tell them that it's o.k.

That's where you come in.

Caring for your New Model Human Male means that you want him to be the best person he can be: aware of his and others' feelings, a good and true friend, loving and healthy. This goes beyond being a better Human "Male" toward being a better Human Person. He may need you to show him that it's o.k., to listen to him, to encourage him to express his feelings, and take better care of his health.

In the last ten or fifteen years, women have begun to question some of the roles they are asked to play in our society. The women's liberation movement has caused some women to begin thinking about themselves and their goals and their place in the job field; the birth control pill and other temporary forms of contraception have freed women from the fear of an unplanned pregnancy, meaning that they could enter a job and expect to stay there longer without having to center their lives solely around the home and children. Women have begun thinking differently about themselves and since, in our society, men and women spend much of their lives together ... when women begin redefining their roles, men's roles will be redefined in the process.

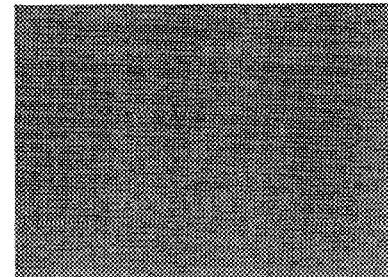
The problem is that men are getting a "late" start and are only now beginning to realize that it's possible to do things differently.

## FEELINGS AND EMOTIONS

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Feelings and emotions have always been standard equipment for the Human Male. Until recently, however, they were to be used only in an emergency.

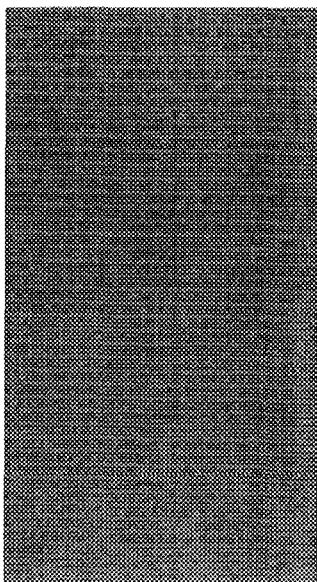
Feelings and emotions are a part of the total human experience, something very personal and unique, yet in the past, men were considered defective if they let any but the most obvious emotions be seen. The expression of feelings is not only a release valve, but a form of communication that lets others know how we feel about things and how their actions affect us.



Previous models of the Human Male were told to keep their emotions and feelings hidden like a spare tire, perhaps causing them to feel isolated, alienated from their friends, family, and co-workers, and in some cases turning to alcohol or drugs so they could more freely express themselves without being held "responsible" for their true feelings.

## FRIENDSHIP

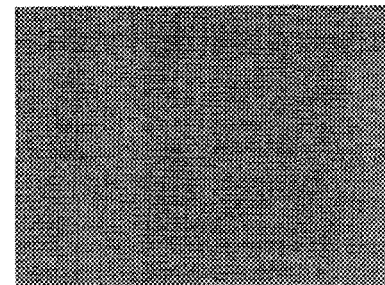
For previous models of the Human Male, friendship was considered optional. Men have always been tuned to be competitors, which, coupled with the fact that they were supposed to hide their feelings, made it difficult for them to really have friends. Not only were men discouraged from being true friends with other men, the idea of being friends with your partner was completely out of the question. Now, some men are beginning to see the benefits of being a good, honest, and open friend, not only to other men but to the women in their lives as well.



The new Model Human Male has the option of being a friend instead of always being in competition with everyone around him. In the past, men were expected to be the best at everything, to win every time, all the time. No one can live up to that expectation and it is hard to be a friend when you have to keep trying to be something that you're not.

## SEX

Sex has always been considered standard equipment on all models of the Human Male. Men are supposed to want sex anytime, all the time and to know everything there is to know about it. Men in the past were expected to be responsible for the woman's pleasure during sex, if she had any, and were supposed to know, intuitively, how to create that pleasure. The only problem is that no one ever explained how men were supposed to learn all the things they were supposed to know. They were supposed to pick it up along the way. So they usually learned about sex in the locker rooms, from "adult" magazines or X-rated movies — which means that they never really learned about sex at all. And since they weren't supposed to talk about their feelings and because they were encouraged to be competitive, even with their friends, men really couldn't ask questions about sex for fear of being made fun of. Since men got most of their information from adult movies and magazines, they never really learned to associate sex with intimacy and caring and loving.



Now, some men are beginning to see sexuality as a personal, intimate expression between two people and something for which both people share responsibility and caring.

## HEALTH CARE

Men have always been encouraged to think of health care as a "100,000 mile check-up" — something you do occasionally, if at all, to make sure everything was o.k. Most of the time, men weren't encouraged to look after their health at all. The attitude was always, "If it doesn't hurt, then it must be o.k." Even if something did hurt, men were expected to hide their pain and try to ignore it. This is dangerous since many problems, such as testicular cancer, prostatic cancer, and venereal diseases, don't show up or become overly painful until it is too late.



Previous models of the Human Male were supposed to always be strong, never think about their bodies (unless they were thinking about sex), and only see a doctor when they could no longer hide the fact that something was wrong.

Now males need to be much more selective with whom they have sex and need to be aware to use protection for their well-being.

## THE MALE CLINIC AT PLANNED PARENTHOOD OF EAST CENTRAL INDIANA

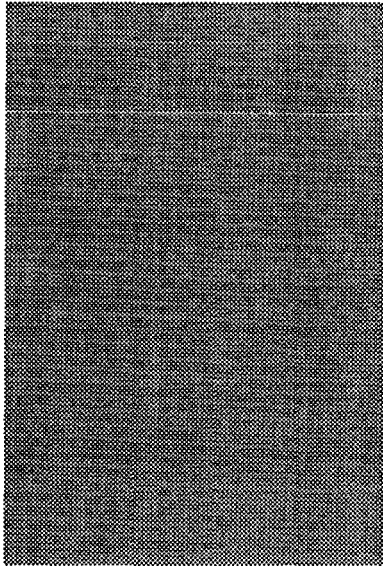
To help encourage men to be more responsible toward their own health, their sexual partner's health, and to help them feel comfortable asking questions about sex, Planned Parenthood of East Central Indiana has established the Male Clinic.

In the Male Clinic we will check the reproductive health of our male clients, answer their questions about sexuality and hopefully provide an atmosphere where they can begin to feel good about themselves and take a more healthy attitude toward sex, reproduction, and their own bodies. We will check for testicular cancer and prostate problems, screen for venereal disease, check the blood and urine of each participant as well as heart, lungs, and weight.

We also provide an information session during which we'll discuss the processes of male and female reproduction, birth control methods, and how men can help their partners make them more effective, and the symptoms and treatment of venereal disease.

If this sounds like something your Model Human Male could benefit from, mention it to him and encourage him to call us and ask about the clinic.

It could be good for both of you!



## **GUARANTEE**

Your new Model Human Male comes equipped with many options:

- Expect him to be insensitive, and he will be
- Expect him to treat you like a sex object, and he will
- Expect him to be irresponsible, and he will be
- Expect him to hide his feelings, and he will

Encourage him to be responsible, gentle, loving, caring, tender, sensitive, and compassionate ... and see what happens!

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